

# MARWIC

## T · I · M · E · S

MID-ATLANTIC REGION SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS, AND CHILDREN

### VIRGINIA FIRST LADY SPEAKS AT VIRGINIA HEALTH DEPARTMENT OBESITY PREVENTION PROGRAM

By Heidi L. Hertz, MS, RD, Obesity Prevention Coordinator, NuPAFP/VDH/CHAMPION

The Virginia Department of Health's CHAMPION Obesity Program, WIC Program, Child and Adult Care Feeding Program (CACFP), and Summer Food Service Program all sponsored the inaugural Weight of the State Summit on May 18.

The Weight of the State Summit, hosted by the Virginia Foundation for Healthy Youth (VFHY) and their non-profit arm, Prevention Connections, provided an opportunity for more than 260 attendees to hear national, state, and local obesity prevention strategies. Dr. Karen Remley, State Health Commissioner and member of the VFHY Board of Trustees, presented findings from a youth obesity telephone survey and stressed the need for initiatives targeting healthy behaviors throughout the lifespan.

VA's first lady, Maureen McDonnell, during her

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**SPEAKING OF SPEAKERS** — Exhibitors and speakers included (right to left) Donna Seward, NuPAFP Division Director; Anne Massey, Policy Analyst; Denise Branscome, Special Nutrition Program Manager; Heidi Hertz, Obesity Prevention Coordinator; Kendall Brooks, Obesity Prevention Dietitian; Hollie Wheatley, Obesity Health Educator; Jessica Rodriguez, Physical Activity Liaison; and Stephanie Arnold, Special Populations Liaison.

### PENNSYLVANIA'S ADAGIO HEALTH GRADUATES DIETETIC INTERNS

By Barbara Jinar, Outreach Coordinator, Adagio Health

Pennsylvania's Adagio Health's Nutrition Services Department/WIC Program honored their 19th graduation class from their Dietetic Internship Program of 2010 with a luncheon at The Brackenridge Country Club in Natrona Heights, PA.

Internship Director Karen Virostek, MS, RD, FADA, LDN, welcomed interns, parents, mentors, advisory board members, affiliate site supervisors, and staff to the event. After lunch, Adagio Health Board Member, and director of the Allegheny County WIC Program, Joyce Dodge, MS, RD, LDN, offered her comments and "words of wisdom"

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**ADAGIO'S HEALTH'S 2010 DIETETIC INTERNSHIP CLASS** — Congratulation to (back row, left to right) Leah Baughman, Genna Kovar, Amanda Ragan, Emily DeLacey, Jaqueline Clemons, Scott Roble, Rachel Lengvarsky, and Jeff Lucchino; and (front row, left to right) Elizabeth Trovato, Corrine Beecher, Taryn Schubert, and Danielle Price.

### MARYLAND WIC FARMERS HELPING PARTICIPANTS MAKE BETTER NUTRITION CHOICES

By James A. Butler, Chief, Vendor Operations and Program Support, Maryland WIC

In March, the Maryland WIC Program began the process of authorizing Farmers' Market Nutrition Program (FMNP) farmers to accept the new WIC Fruit and Vegetable Checks (FVC). Applications were sent to 300 FMNP participating farmers. To date, 154 applications have been processed and over 21 training sessions have been conducted around the state. The responses from the farmers that have enrolled have been upbeat and positive. Participating farmers are excited about the prospect of being able to accept both FMNP

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## NEWS FROM THE USDA: TOMATOES AND CHERRIES AND BERRIES, OH MY!

**I**ntroduction of fruits and vegetables in the WIC food package has created a wonderful opportunity for participants to further improve their diets. With the advent of the WIC cash value voucher (CVV), several states in the Mid-Atlantic Region have seized this opportunity to utilize farmers' markets and farm stands as a backdrop for providing WIC participants with the fruits and vegetables they love to eat. The District of Columbia,



**DOWN ON THE FARM** — A WIC participant redeems her WIC Program checks at Maryland's Takoma Park farm market.

New Jersey, Maryland and Pennsylvania thus far have authorized local farmers to accept the new WIC CVV, enabling participants to experience first-hand the freshness of 'just-picked' produce grown locally while establishing relationships with the men and women who grow their food. Furthermore, as the urban-farm linkage continues to rise in popularity due to growing consumer interest in fresh produce, more and more farmers are now setting up markets in areas where participants previously may not have had access to the tastiest and freshest local produce.

### Farm Market Happenings in the Region

Recently, Regional Director Diana Limbacher accompanied by Maryland WIC Director Jacqueline Marlette-Boras, paid a visit to the Crossroads Farm Market in Takoma Park, MD, to observe WIC CVV redemptions as well as WIC Farmers' Market Nutrition Program and Senior Farmers' Market Nutrition Program check redemptions.

The market is in a low-income area with a diverse population, and is easily accessible to WIC and senior participants. As an added incentive for participants to cash their checks, matching \$5 benefits were provided by partner organizations Kaiser Permanente and Wholesome Wave. The Crossroads Farm Market also accepts Supplemental Nutrition Assistance Program (SNAP) Electronic Benefits Transfer transactions. Comments were very positive from participants redeeming their checks, and market organizers were excited at the prospect of a bustling market as word gets out to the community.

On August 4, National Farmers' Market Week was highlighted at the Park Heights Farm Market at Pimlico



**TO MARKET, TO MARKET** — MARO SFP Director Diana Limbacher (third from right) poses with participants at the Crossroads farm market.



**AT A CROSSROADS** — A WIC participant redeems her WIC Program checks at Maryland's Crossroads farm market.

Race Track, Baltimore. Food, Nutrition and Consumer Services, Under Secretary Kevin Concannon, Maryland Secretary of Agriculture Earl Hance, and Regional Administrator Yvette Jackson were among the officials expected to take part in the festivities.

In New Jersey, Medford Lakes held its inaugural farm market opening on June 19 with great fanfare. This new market was the inspiration of two local residents who support the preservation of agriculture and farmland in the Garden State. On hand at the opening ceremony were the NJ Secretary of Agriculture Douglas Fisher and Supplemental Food Programs Director Diana Limbacher, along with other state and local officials.

On July 29, the Dvoor Farm Market in Flemington was the setting for another celebration of National Farmers' Market Week. Regional Administrator Yvette Jackson and New Jersey Secretary of Agriculture Douglas Fisher were scheduled to be present, along with other dignitaries from throughout the state.

Recognizing the beneficial relationships that the Food and Nutrition Service creates through its food programs, states and their partners may be planning events such as festivals, market openings, and other activities at farm markets to help foster community spirit, provide increased revenue for the small local farmer and directly connect farmers to WIC and senior participants. If you are involved in, or become aware of, events associated with a farmers' market, please contact Carol Smith at [carol.smith@fns.usda.gov](mailto:carol.smith@fns.usda.gov). ■



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## PENNSYLVANIA'S LANCASTER WIC PROMOTES NATIONAL WOMEN'S HEALTH WEEK

By Sharon Wasneuski, MS, WIC Director, CAP Lancaster County, Inc.

**C**ommunity Action Program (CAP) of Lancaster County, Inc. WIC Program was involved with three events to promote National Women's Health Week.

The Wellness Committee of CAP partnered with Lancaster General Hospital (LGH) to provide health assessments by LGH nurses for staff. The assessments included finger-sticks for testing glucose and cholesterol and blood pressure was also checked. A majority of WIC staff participated.

For the second event, CAP WIC Program provided a table display in the CAP lobby that addressed the issues of childhood obesity. WIC provided materials for WIC clients, staff and any other CAP visitors that promoted activity for adults and children. The materials, provided by LGH, included free cookbooks, booklets, and resources for "On the Move in Lancaster County." WIC also showcased the NWA pocket calendars as a nutrition education tool to promote the use of the new foods added to the WIC Program in October 2009. The calendars include nutritious recipes, fun facts and tips to encourage families to explore these new foods.

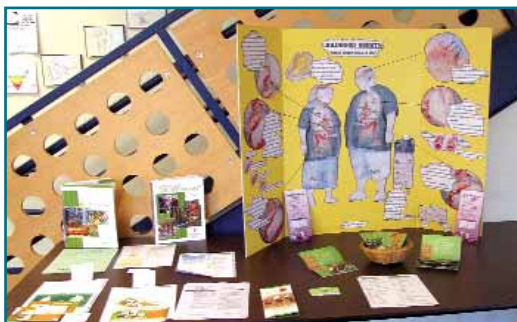
Finally, the CAP WIC Program participated in a wellness fair held at the Clipper Stadium in Lancaster on Friday, May 7. There were 2,000 attendees and WIC provided a display and talked to many children and adults about fat in foods using the test-tube models and the importance of increasing exercise. ■



**KEEPING EVERYONE HEALTHY** — Lancaster General Nurse Marian Nachbar (left) performs Bio-metric testing on CAP employee Viola Wesley.



**TAKE WIC OUT TO THE BALLGAME** — CAP WIC Director Sharon Wasneuski interacts with many children and adults at the ballgame at Clipper Stadium.



**GETTING THE WORD OUT** — This colorful and informative WIC display in was set up in the CAP lobby.

## WINTER FUN AT PENNSYLVANIA'S COMMUNITY ACTION SOUTHWEST

By Leisa J. Shawley  
WIC IT Manager/Outreach Coordinator

**T**o help fight the winter doldrums, Pennsylvania's Community Action Southwest (CASW) WIC staff had great fun composing "Snow Poems." Phyllis Simonini from the CASW Fiscal Department had the pleasure of selecting the winning poem, which was created by three WIC CPAs.

*Snow, Snow go away  
Don't bother coming back another day*

*It's been a month since we've seen the  
ground  
What's the use of keeping that ground  
hog around?*

*Through snow and ice we made our  
way  
To work and reschedule missed  
appointments all day*

*The weather has been less than favor  
able this year  
Oh when, oh when, will summer be  
here? ■*



**POETIC JUSTICE** — The winners are (left to right) CPAs Kathi Gaso, Meghan Nagle, and Elizabeth Shultz, who received the snow woman sculpture trophy as their award.

## PUERTO RICO'S QUEBRADILLAS WIC CLINIC CELEBRATES WORLD BREASTFEEDING WEEK

**T**o celebrate the World Breastfeeding Week, the WIC clinic of Quebradillas, in Puerto Rico's Arecibo Region, held their first Breastfeeding Graduation for infants, children and breastfeeding mothers. Nutritionist Aixa Cotto and Breastfeeding Peer Counselor Mayra Rivera acknowledged the efforts made by the mothers to initiate and prolong breastfeeding. The mothers marched with the infants and children by categories while the graduation song played. There were three breastfeeding categories: 1-6 months, 7-12 months and more than one year.

Three mothers spoke of their experiences in front of governmental officials, family members and WIC staff. All mothers received a Certificate of Recognition for their achievements. ■



**A GREAT DAY FOR ALL** — Among those pictured in the group of moms, infants and children are Quebradillas WIC Clinic Nutritionist Aixa Cotto; Certifiers Nancy Nieves and Aida Rodríguez, Arecibo Nutrition Region Supervisor Arminda Maldonado, Breastfeeding Peer Counselor Mayra Rivera and WIC Clinic Clerks María Rodríguez and José Rodríguez. Congratulations to all!

## NEW JERSEY'S NORTH HUDSON WIC PROGRAM SPRINGS INTO GOOD HEALTH WITH THIRD ANNUAL FAIR

By Karen Lazarowitz, MS, RD, Acting WIC Coordinator

New Jersey's North Hudson Community Action Corporation (NHCAC) WIC Program held their third annual fair, "Spring Into Good Health." The purpose of the event was to promote good eating habits, positive health behaviors and to encourage physical activity. Approximately 500 children from the WIC Program, HeadStart and the local community attended, accompanied by their parents. The children were excited to participate in games while learning about healthy behaviors. They completed arts and crafts projects focused on fruits and vegetables. They learned about the process of growing fruits and vegetables by planting seeds in pots to take home. There were numerous physical activity games for the children to participate in, making it a great way to learn the importance of exercise. Parents and children were thrilled to snack on apples and cereal donated by Whole Foods and General Mills. All families took home the NHCAC WIC Cookbook.

The NHCAC health center and social service programs were present to explain their services to fair attendees. They also offered free screenings of blood pressure, cholesterol and sugar. Hudson Perinatal Consortium educated women about their services and distributed pregnancy journals. Medicaid-affiliated health insurance was present to enroll people. Fair attendees reported having fun and are already looking forward to next year's event. ■



**GREEN THUMB** – WIC Nutritionist Helena Abraham teaches a child how vegetables are grown by demonstrating how seeds are planted.

## HERE'S WHAT'S HAPPENING AT PENNSYLVANIA'S COMMUNITY PROGRESS COUNCIL WIC

By Barbara Graham, Administrative Service Coordinator, CPC York WIC Program

Pennsylvania's Community Progress Council, Inc. (CPC) WIC Program promoted "Bring Your Child to Work Day." Jennifer Borges, WIC Secretary 3, enjoyed having her daughter, Sha'diamond Gonzales, come to work with her. Sha'diamond helped to stuff voucher holders with WIC materials and then they were used by the WIC staff for the WIC participants' checks and next appointment. Everyone enjoyed meeting her and having her help for the day. Who knows, she may be a WIC employee someday!

On May 8, the CPC York County WIC Program participated in the York Memorial Hospital Baby Expo. There were fun activities including a Diaper Derby and Gymboree. Mary Cabrera, Trainer/Secretary 3, and Carly McLendon, Nutritionist, staffed the WIC display table. They distributed information about the WIC Program and various incentive items like snack bowls, pens and pencils promoting the WIC Program.

Barbara Graham, Administrative Service Coordinator, created bulletin boards for their primary clinic. One bulletin board celebrated Cinco de Mayo and she provided recipes and booklets of bean recipes for participants to make for their Cinco de Mayo celebrations. Barbara also created a bulletin board commemorating Women's Health Week and reminded participants about the importance of pap tests, mammograms, and how to do self breast exams to detect cancer early. ■



**LIKE MOTHER, LIKE DAUGHTER** — Jennifer Borges, WIC Secretary, with her daughter, Sha'diamond Gonzales.



**GET YOUR INFO HERE** — Carly McLendon, Nutritionist, and Mary Cabrera, Trainer/Secretary 3, exhibiting at the Baby Expo.



**READ ALL ABOUT IT** — Check out the colorful and informative Cinco de Mayo bulletin board on display!



## THE NUTRITION EXPRESS ARRIVES AT DC WIC

By Alexandra Bender, Program Specialist, DC WIC State Agency

For the greater part of the past year, the District of Columbia WIC State agency staff has worked on creating a nutrition education kiosk to be used by participants. After many trials and tribulations, the nutrition education kiosks were unveiled this past June.

The kiosks are beautifully designed touch-screen monitors, equipped with five WIC-Ed nutrition education modules along with two video modules using the FNS video

"Breastfeeding, a Magical Bond of Love" and the

FDA video "Food Safety for Moms to Be." These modules can be completed by low-risk participants to meet their secondary nutrition education requirement. In addition to the nutrition education modules, the kiosks have educational games and exercise videos for children. The kiosks also have educational videos for parents, including cooking demonstrations and a breastfeeding video.

The goal of the kiosk project was to develop a convenient tool for participants to receive nutrition education. Many of the WIC participants in DC work and have difficulty attending class. The kiosks allow participants freedom to learn healthy habits at their convenience. Not only can participants complete modules while in the clinic, but there is also an online version of WIC-Ed for any participant wishing to use the system outside of clinic hours. Participants may receive their nutrition education at the clinic kiosk, their home, or any public computer. As always, families are still welcome to attend a group class or speak to a nutritionist individually. The kiosks support VENA philosophy in that participants are allowed to choose the topics that interest them and are able to learn at their own pace.

In June, the sun was shining when five clinics were equipped with the first kiosks. Many of the clinic staff was excited to finally touch the object of much discussion for the past year; all were impressed by the quality of the kiosk and how easy it is to engage in modules.

The greatest part of the day, aside from seeing the project pass a major milestone, was witnessing the first participant using the kiosk. During the installation at our Howard University Hospital clinic, a participant became interested in the system while the WIC team waited for IT to disable a fire-wall. The participant was so pleased with the system, that she watched both breastfeeding videos before asking to see the nutritionist, even though she could have seen her right away.

Watching our first participant use the kiosk made the long hours of tedious scrutiny disappear. ■



**WATCH THIS SCREEN** — Check out the fabulous screen saver on the kiosk monitors!

## PENNSYLVANIA'S NORTH, Inc. Hosts 2ND ANNUAL IRON CHEF COMPETITION

By Nichole Vaughn, Human Services Director, NORTH, Inc.

On Thursday, April 29, Kitchen Stadium came to NORTH, Inc. to hold its 2nd Annual Iron Chef competition. Teams of WIC nutritionists competed against one another to see whose "cuisine reigns supreme." Each team was given a WIC food item as their "secret" ingredient.

Four teams stepped up to the challenge and created dishes that were Iron Chef worthy!

Kitchen Stadium chairperson, Linda M. Kilby, Executive Director, said that the competition helped to educate and familiarize WIC staff with the foods that participants receive on the program. Ms. Kilby stated, "If

they have never tried the foods themselves, they cannot effectively educate our clients on them." The secret ingredients were soy milk, canned fish, whole grains, and beans. Each team, consisting of nine nutritionists, creatively demonstrated their recipes for NORTH's staff and a panel of three judges. Each team's recipe was judged on taste, plate presentation, creativity, food safety practices, and adherence to the recipe. After a long, hard deliberation, the judges ruled that the black bean soup recipe presented by team "Black Eyed Peas," took the honor of Iron Cuisine!

Ms. Kilby said, "We will continue to find creative ways to help our staff be as effective as possible in delivering nutrition education to the participants of the Philadelphia WIC Program." ■



**LET THE COOKING BEGIN** — Iron Chef competitors (left to right) Nutrition Manager Carolyn Geibler and Nutritionists Timothy Hokett and Shawna Crockett dish up some tasty food.



**AND THE WINNER IS...** — Iron Chef Competition winners (front row, left to right) Anuoluwapo Oladipo, Nutritionist; Timothy Hokett, Nutritionist; Yorine Belizaire, Nutritionist; Carolyn Geibler, Nutrition Manager; Sheryl Lim, Nutritionist; and Kathleen Hiltwine, Nutritionist; (back row, left to right) Mariama Sacko, Nutritionist; Linda M. Kilby, Executive Director; and Shawna Crockett, Nutritionist, pose after winning.

## HIGHLIGHTS OF THE MARYLAND STATE WIC CONFERENCE



**BRIAN WANSINK**



**CARYL HEARD**



**CHEF SAM KASSATLY**



**JENNIFER GOLDBRONN**



**ZUMBA!**

**W**ould you eat less food if you served yourself from a smaller bowl? Onto a smaller plate? And used a smaller fork? With charm and humor, Brian Wansink, PhD, author of *Mindless Eating: Why We Eat More Than We Think*, shared insights from his research at the Cornell Food and Brands Lab at Maryland's 26th annual WIC conference, held April 22.

An "AHA!" moment followed Wansink's revelation that most people, (even professional bartenders) pour more juice into a short, wide glass than into a tall, thin one (calories! calories!). He then went on to reveal other subtle forces that trick us into mindlessly eating too much. Happily, Wansink has also discovered that sticking with one small change (like having a little snack before dinner) can lead to a big weight loss. Did you accept the challenge to name your change?

Jennifer Goldbronn, RD, of the University of California at Davis Human Lactation Center, discussed exciting research that suggests breastfeeding mothers misread infant cues, thinking that all crying and waking results from infant hunger. As a result, lactating women often cease breastfeeding, replacing those feeds with infant formula, which appears to the mothers to better satisfy their infants. In effect, the mothers are replacing breastfeeding with larger volumes of infant formula, thus overfeeding their infants. Goldbronn and her team suggest that WIC can assist in reducing overfeeding and improving breastfeeding continuance by educating families regarding why infants cry and wake, empowering them that they know their infants' needs.

Caryl Heard, of Meredith Parents Network Custom Media, discussed the Millennium Generation and how we, as

WIC staff, can adapt our communication techniques to the ever-changing face of the birth market. Millennials are a unique generation who, because of the growing use of technology and the internet, have become Tech-Native. The trend of social media use by moms is growing as they share their experiences with new mothers. Heard suggests that how we communicate with this Millennium Generation is easy by following a few simple rules: Instant Gratification, Personalization, Diversification, Communication and Dialogue.

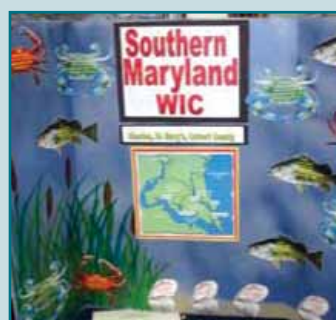
*Just do it!* That's exactly what happened when approximately 190 or more WIC attendees did *Zumba* at the conference. Our goal was simple: we wanted participants to work out, to love working out and to get hooked on physical activity with *Zumba*. *Zumba* is a routine that features interval-training sessions fused with hypnotic musical rhythms and exciting moves that get the heart racing, muscles pumping and energizes the body to burn calories and have some fun. In just one day, *Zumba* helped transform the mindset of our attendees who live and work in the state of Maryland. Physical activity, like *Zumba*, can assist women and their families in achieving long-term health benefits like reducing stress, lowering blood pressure, raising good cholesterol and reducing the risk of obesity and diabetes. We have the opportunity to change the mindset of the women we serve in WIC by becoming role models and by sharing our physical activity experiences with participants in clinic from one day to the next. We also want to send a big thanks to our lead instructors, sisters Monica Deitz and Melissa Melendez, for their gift of *Zumba* and we also want to send a "shout out" to those who participated and those who watched.



For information on *Zumba* in your county go to [www.Zumba.com/classes](http://www.Zumba.com/classes).

The savory fragrances of Chef Sam Kassatly's original bean recipes wafted into the halls, beckoning conference-goers who were ready for refreshments after their *Zumba* experience. Before our eyes, Chef Sam created three enticing recipes in about five minutes! Red Beans and Rice, made with red kidney beans, precooked rice, tomato sauce, and plenty of Tabasco reflected the flavors of New Orleans and was designed to appeal to WIC workers and clients with roots in the deep South. Tuscan Beans recalled the flavors of Italy with white beans flavored with garlic, onions, and sage to please those of European descent. Spicy Black Beans, redolent of garlic, cumin, and chili powder, echoed south of the border flavors. Chef Sam clearly met our challenge: to create easy, healthy, and delicious recipes, so all WIC staff and clients can enjoy canned beans, new to the WIC food package.

At WIC we embrace universal respect for, and observance and protection of, all cultural perspectives. For this reason, WIC showcased each Local Agency's view of diversity from all 18 counties across the state of Maryland. Each agency had the opportunity to let their creative juices flow as demonstrated in presenting posters showcasing their cultural diversity. Some agencies provided a slide show and one Agency's staff came in costumes demonstrating their staff's culture. Embracing diversity in culture brings awareness, knowledge and understanding of the many women, infants and children WIC serves. Viva le difference! We want to thank all Local Agencies that participated in sharing their diverse cultures. ■



## RANDOLPH-ELKINS WIC VISITS WEST VIRGINIA STRAWBERRY FESTIVAL CHILDREN'S ACTIVITIES

By Cindy Haney  
Nutrition Education Liaison

The West Virginia Strawberry Festival is a long-standing tradition for the small town of Buckhannon, WV. The Randolph-Elkins WIC Program, Buckhannon Office, attended some of the children's activities in efforts to promote the WIC Program and reach potential families.

The morning was sunny and bright for the diaper derby and strawberry blonde contests. There were strawberry blonde children polluting the streets of Strawberry Lane in Buckhannon. Thirteen infants participated in the diaper derby contest and 32 participated in the strawberry blonde contest. Michelle Carpenter, the WIC outreach and nutrition assistant, attended each function, distributing over 40 WIC logo balloons to participating children. She also mingled with prospective and current WIC participants and their children, answering questions about Program eligibility and benefits.

The Randolph-Elkins WIC Program proudly boasts both winners of the strawberry blonde contests, boy and girl categories, who currently participate in the WIC Program. The festivities were celebrated and enjoyed by Buckhannon residents, WIC participants and staff alike. ■



**ALL KIDS LOVE BALLOONS** — Michelle Carpenter, Nutrition and Outreach Assistant, was a big hit with kids as they waited to participate in the Strawberry Festival activities.

## PENNSYLVANIA'S HOME NURSING AGENCY WIC CELEBRATES NATIONAL NUTRITION MONTH

By Tracy Kelley, BS, CLC, WIC Program Coordinator

**H**ome Nursing Agency WIC Program, of Altoona, PA, which provides WIC services in Blair and Centre counties, celebrated National Nutrition Month by showing children where fresh fruits and vegetables come from. Nutritionist Susan Lamertina, BS, CLC, started seeds at



**AT THE READY** — Nutritionists Sue Lamertina, BS, CLC (left), and Kathy Helsel, BS, CLC, are ready to staff the interactive bulletin board.



**PLANTING GOOD IDEAS** — Nutritionist Susan Lamertina talks with Xander Soural (left) and Aurora Soural about growing the seedlings.

cereal." The children had a great time and everyone enjoyed all the activities promoting good nutrition!

Kudos to the Home Nursing Agency WIC staff! ■

## WEST VIRGINIA'S MID-OHIO VALLEY WIC OFFERS SHOWERS OF BLESSINGS

By Jennifer Habeb, Nutritionist and Outreach Coordinator

**W**est Virginia's Mid-Ohio Valley WIC Program has been busy participating in community-wide baby showers. Community baby showers are offered as a primary child abuse prevention approach by increasing parent knowledge of child development and available community resources.

Wood County, WV hosted their baby shower on April 16. Twenty vendors, including WIC, Right From The Start, Birth To Three, Camden Clark Memorial Hospital, the Wood County Family Resource Network, and many others, offered exhibits and information to parents and caregivers. A favorite highlight was the West Virginia Highway Safety Program car seat check and giveaway program, as well as handmade quilts provided by Project Linus.

Fifty women, either pregnant or a parent of a child under one year of age, walked away with items to care for their infants by participating in the day's events, which included typical baby shower games, refreshments and entertainment. The Mid-Ohio Valley WIC Program has also participated in community baby showers in Wirt and Jackson counties. These opportunities offer direct contact with eligible families. ■

## EDUCATION STATIONS ARE A HIT AT FAMILY HEALTH COUNCIL OF CENTRAL PA, INC.

By Melissa Bishop, Nutrition Education Coordinator  
Family Health Council of Central PA, Inc.

**T**he WIC staff at Family Health Council of Central PA, Inc., created an effective approach to nutrition education by setting up education stations for their participants. They purchased food models and portion-size materials, which were displayed in a way that participants could relate to. The stations included Building a Healthy Plate for 2-5 year olds, Feeding Your Infant birth to 1 year, A Day of Good Nutrition for Pregnant Women, and High Fat and High Sugar Foods.

These visually appealing displays opened up good conversations between the nutritionist and the participant. Staff was pleased with the reactions from participants, who are showing more interest in learning about each topic as they make changes toward healthier eating habits. ■



**STATION EDUCATION:** Family Health Council of Central PA, Inc. staff (left to right) Nutritionists Heather Marone, Miriam Irwin, RD, and Heidi Koppenhofer, IBCLC, and Nutrition Assistant Colleen Albright are ready to staff the stations to educate participants.



**CIRCLES OF CARING** — Nutritionist/Outreach Coordinator Jennifer Habeb and Breastfeeding Peer Counselor Ashley Perry promote the WIC Program while also offering nutrition information about parenting and child development.



## PENNSYLVANIA'S FAYETTE COUNTY WIC PROVIDES WORKSHOPS FOR ANNUAL MOM'S SHOWER

By Betty Zackal, RN, WIC Director, Fayette County Community Action Agency, Inc.

Fayette County Community Action Agency, Inc., (FCCAA) WIC Program and Housing Program provided the workshops for the 13th Annual Fayette County Mom's Shower held at Penn State Fayette, Eberly Campus, on May 5. FCCAA Breastfeeding/Nutrition Education Coordinator Sheena Abraham and FCCAA Nutritionist Maria Cavanagh presented four workshops on "Promoting Breastfeeding" and "Infant Nutrition." Two FCCAA housing specialists presented "Tips on Raising a Baby on a Budget."

This was an all-day event and included a luncheon for the 63 moms attending. There was representation from more than 32 community agencies, which provided table displays with informational and referral materials. Medela donated a breast pump for a raffle prize, along with breast pads, lanolin, magnet-on storage, and steam bags. This was a valuable education opportunity for all the attendees! ■



**INFO FOR MOMS — FCCAA WIC Nutritionist Maria Cavanagh (left) and FCCAA Breastfeeding/Nutrition Education Coordinator Sheena Abraham present their workshops.**

## MOTHER'S DAY CELEBRATION AT WEST VIRGINIA'S VALLEY HEALTH WIC

By Jenna Rose, MA, RD, LD, Nutrition and Outreach Coordinator

On May 6, West Virginia's Valley Health Cabell WIC Program held a celebration to honor our WIC moms. Our WIC moms take care of their children so we wanted to offer them resources to take care of themselves. The celebration consisted of other community agencies setting up tables in our education room and talking to participants about how they can help themselves and their children to be healthy. Some of the organizations that participated included LINK(ChildCare Referral Center), United Way's Success By Six Program, Valley Health, and the Breast & Cervical Cancer Screening Awareness Program. In addition, Mom's could make a "toss it up" salad to take with them for a healthy snack. Finally, each WIC participant also received a free reusable insulated shopping bag to use at the grocery store. This event provided excellent resources for our moms and we hope they enjoyed it. ■



**HARD AT WORK — Even the little ones celebrated as they enjoyed the hard hats distributed by "Brain Under Construction," a parent education program to increase knowledge about child development.**

## PENNSYLVANIA'S FAYETTE COUNTY WIC ASSIST CLIENTS IN USING CVVs IN THE GROCERY STORE

By Betty Zackal, RN, WIC Director Fayette County Community Action Agency, Inc.

Pennsylvania's Fayette County Community Action Agency, Inc. WIC Program has a special project for WIC Nutritionist Roberta Conner, assisting WIC customers with using their cash value vouchers, as well as their vouchers for whole grains and other foods. Even though participants were instructed in the WIC clinic regarding the use of these vouchers, Roberta has helped many clients who never knew what to do with their fruit and vegetable vouchers at the store!

In four of the county's larger grocery stores, Ms. Conner sets up a table with recipes using whole grains, beans, and many other WIC foods. This project has helped current WIC customers but also promotes WIC to the general public. She does follow-up documentation at the WIC office on all WIC clients she assisted at the stores. This has been a very successful initiative! ■



**HAPPY TO HELP — Erin Lundelius (left) and her two children, Serena (in carrier) and Luke, were assisted by WIC Nutritionist Roberta Conner.**

## Pennsylvania's Adagio continued from page 1

to the graduates. The interns received their Graduation Certificates of Completion by their individual mentors, followed by the presentation of the Dorothy Kolodner Leadership Award to intern Amanda Ragan. This award was named after Dorothy Kolodner, who was the WIC director for the Allegheny County WIC Program. She is known as the "Mother of WIC" in Pennsylvania as she wrote the first WIC check in PA. Concluding the afternoon's festivities, the interns treated their guests to an entertaining slide show and presentation that highlighted their most memorable internship experiences.

Adagio Health's Dietetic Internship Program began in 1991 as a recruitment nutritional tool for Adagio Health WIC Program and has since graduated over 160 interns. Designed as a nine-month generalist program emphasizing community-based experiences, the internship's primary goal is to prepare dietetic professionals to practice in community-based nutrition programs and to use community resources effectively. All interns must complete a six-week rotation which allows them to become familiar with the WIC policy and procedures. Over the years, this internship program has allowed Adagio Health to employ 14 interns. Currently, Adagio Health has six graduates on staff and has had individuals graduate from the internship that are now part of the WIC staff across Pennsylvania. After successfully completing their Dietetic Internship, interns are eligible to sit for the American Dietetic Association Commission on Dietetic Registration examination to become Registered Dietitians. ■

## MARYLAND WIC UNVEILS NEW BUS ADS AND MAILERS

By Robert Bruce, Procurement & Outreach Specialist, Maryland WIC

**M**aryland WIC's commitment to the Partnership to End Childhood Hunger is to increase awareness of the Program across the State to eligible participants. We have contin-



ued our effort by creating new bus ads and mailers that will be used in the Baltimore Metro Region as well

as Montgomery and Prince George's counties to reach WIC eligible participants.

The bus ads, on display through December, will be visible to over 9 million bus riders, and the WIC mailers have been mailed to over 50,000 potentially eligible participants across Maryland. Thanks to everyone involved in this new outreach venture. ■



## VIRGINIA BEACH WIC MAKES FRIENDS WITH AMERICANS HELPING AMERICANS® TEDDY BEAR BUDDIES

By Joy Monton, Nutritionist/Site Supervisor, Pembroke WIC Office, Virginia Beach, VA

**T**he Virginia Beach WIC Program participates in the Teddy Bear Buddies program through the Americans Helping Americans® organization.

Americans Helping Americans® is a non-profit 501 (c) (3) organization that provides funding to grassroots projects throughout Appalachia, primarily in the areas of food, home repair, and medical/dental assistance, utilities assistance and education. They also work with hospitals, clinics, police/fire departments and non-profit organizations to provide plush bears to children and seniors facing illness, injury or emotional trauma as a means of providing comfort and reassurance.

Virginia Beach WIC offices are fortunate enough to take part in this program at no cost to us especially at this hard time when budgets are tight. This program helps our district provide something for the kids to make their WIC visit an enjoyable one. We give the bears to children who come to their 1-year-old recertification during which they get their first finger prick to check their iron level. The Americans Helping Americans® bears help divert their attention from the prick and the cute bears always bring smiles to these children.

For information regarding Americans Helping Americans®, contact Paige Mowry at (703)317-9412 or e-mail her at [paige@helpingamericans.org](mailto:paige@helpingamericans.org). To learn more about Americans Helping Americans® and their program, visit their web site at [www.helpingamericans.org](http://www.helpingamericans.org). ■



*"LOOK MA, NO MORE TEARS!" — Virginia Beach WIC client Anastazia Sheffield (seated) just turned one and came for her recertification. She was more interested in her teddy bear from Americans Helping Americans® than to worry about the toe prick Charlene Cattoi is doing.*

*Virginia First Lady continued from page 1*

keynote address, shared ways that the Governor's family has achieved active, healthy lifestyles through healthy meals and snacks, sports and recreation.

Additional VDH exhibitors and speakers included: Donna Seward, NuPAFP Division Director; Anne Massey, Policy Analyst; Denise Branscome, Special Nutrition Program Manager; Heidi Hertz, Obesity Prevention Coordinator; Kendall Brooks, Obesity Prevention Dietitian; Hollie Wheatley, Obesity Health Educator; Jessica Rodriguez, Physical Activity Liaison; and Stephanie Arnold, Special Populations Liaison. ■



*ALL SMILES — Virginia First Lady Maureen McConnell (center) poses with State Health Commissioner Dr. Karen Remley (left) and Marty Kilgore, Executive Director of the Virginia Foundation for Healthy Youth.*

## MARWIC TIMES Calendar

- PA WIC Directors' Meeting. Harrisburg, PA. October 20-21.
- The deadline for the Winter issue of MARWIC TIMES is October 15, 2010. Please submit articles, photos and calendar events to your State editor. No Polaroid pictures. 5" x 7" digital photos (saved as JPGs, please) preferred. All photographs must include a detailed caption.



## PENNSYLVANIA'S HOME NURSING AGENCY WIC PROGRAM HOSTS CLC TRAINING

By Tracy Kelley, BS, CLC, WIC Program Coordinator

Pennsylvania's Home Nursing Agency WIC Program was pleased to host a Lactation Counselor Certificate Training Course through the Center for Breastfeeding, May 10-14. The certification course had not been in the area in many years so WIC Program Coordinator Tracy Kelley, BS, CLC, contacted the Center for Breastfeeding and arranged to host the program.

The training was well attended and it was even necessary to establish a waiting list. The 65 attendees were comprised of WIC staff, Nurse Family Partnership staff, nurses from local pediatric practices, as well as labor and delivery nurses. All the staff felt it was a wonderful opportunity to expand their knowledge base and were thrilled with the program. The Home Nursing Agency WIC Program now has eight Certified Lactation Consultants on staff! ■

## DELAWARE WIC PROGRAM LAUNCHES ELECTRIC BREAST PUMP PILOT PROJECT

The Delaware WIC Program launched an electric breastpump pilot project on April 1. The goal of the project is to increase breastfeeding duration. Moms who are not giving their infant any artificial milk may be provided with an efficient alternative to manually expressing breast milk.

Ida Lawson, Breastfeeding Coordinator, Kent/Sussex County, and Desiree Garcia, Breastfeeding Coordinator, New Castle County, developed, initiated and are coordinating this project. WIC Clinic staff members provide referral information to both Breastfeeding Coordinators who evaluate and then determine if mom is eligible for a pump and if so, the type of pump to be issued.

A hospital-grade pump may be provided when mom and infant are medically separated. A personal use pump-n-style pump may be issued for mothers with an already well-established milk-supply when mom is returning to work or school and wants infant to receive only breast milk, mom having difficulty maintaining an adequate supply due to illness or prematurity, mom is experiencing recurrent problems with engorgement, to assist with averting flat or inverted nipples, to assist with severe feeding difficulties such as cleft lip or palate or inability to suck, or moms of multiples.

The Breastfeeding Peer Counselors who deliver the pumps offer instructional guidance for use, assembly, sanitation, milk-storage, and other guidance as necessary. WIC participants and staff members, as well as Public Health staff, are highly supportive of the program. ■

## Maryland WIC Farmers continued from page 1

checks and WIC FVC from their WIC customers. Current plans are to allow farmers that may have a change of heart about participating to enroll at any time. State and Local Agency WIC staff will be conducting visits to area markets once the season begins to see how things are going.

If you have participants willing to share their farmers' market shopping experience, let us know! ■

## WEST VIRGINIA'S VALLEY HEALTH WIC CELEBRATES NATIONAL NUTRITION MONTH

By Jenna Rose, MA, RD, LD  
Nutrition and Outreach Coordinator

In March, WV's Valley Health Cabell WIC Program celebrated National Nutrition Month. Daycare centers were invited to enjoy the day with exercise and food activities in the WIC

nutrition education room. Three daycares attended the event with approximately 50 children. Nutrition Education Liaison Jackie Archer, RD, LD, organized the event and conducted the exercise activity. WIC Nutritionist Susan Helo led the nutrition activity with the children.

The model for the day was the "Sesame Street Healthy Habits for Life" Program. The children played a game and acted out different activities they could do to be active such as dancing, hopping on one foot, and spinning in circles. For the food activity, the children watched a three-minute segment from the "Sesame Street Healthy Habits for Life" DVD in which Cookie Monster has to decide between a cookie or fruit. The session assisted the children in identifying sometime and anytime foods. In addition, each child tasted three fruits: apricots, mango, and kiwi.

Valley Health WIC promoted Program benefits and participation by providing a WIC bag with nutrition information and our WIC income guidelines to take home. This event provided WIC with an opportunity to make physical activity and eating healthy fun while providing WIC information to children in local daycare centers. ■



**FUN FOR ALL** — Children from area daycare centers celebrated National Nutrition Month in collaboration with the Cabell County WIC office. The day focused on physical activity and identifying sometime and anytime foods.

## HERE'S WHAT'S HAPPENING IN PENNSYLVANIA'S LEBANON COUNTY WIC

By Donna Williams, Vice President of Operations, Lebanon Family Health Services

### 30 Years Old and Stronger than Ever

In March, Lebanon Family Health Services' WIC Program celebrated its 30th year of helping low- to mid-income families in Lebanon County (PA) by providing nutritious food and encouraging families choose new healthy habits. Our WIC Program has grown significantly in the past 30 years.

In fact:

- 105 clients received benefits in our first month 30 years ago. Today, WIC serves more than 3,000 individuals each month.
- \$1.8 million dollars in food vouchers are going back into our local economy on an annual basis.
- Our WIC Program conducted over 750,000 visits (and counting).
- We have been able to respond positively to client needs by creating block scheduling and accepting walk-in appointments on a daily basis.

We are proud of our WIC Program and felt this milestone was cause for a celebration. To make our clients aware of WIC's birthday and thank them for their continuing dedication to our program, we chose to include them in our celebration.

During March, we:

- Distributed "Happy Birthday" pencils to adult clients during their visit.
- Distributed "Happy Birthday" crayon packs to children clients during their visit. The pencils and crayons were also distributed at local health fairs, including Healthy Kids Day and Children's Festival.
- Provided education incorporating portion sizes and how they have changed from 30 years ago. This education was also presented to the Lebanon Head Start Program and the Lebanon County Human Service Council.
- Submitted an article to the Lebanon Daily News discussing the birthday celebration and National Nutrition Month information.

We are very fortunate to be able to serve our community

and provide nutrition education and services to help participants learn how to choose nutritious foods to improve their health and the health of their family! Here's to 30 more years!



**HAPPY BIRTHDAY** — Celebrating the 30th birthday of Lebanon Family Health Services WIC Program are (left to right) Sara Wingert, Nutrition Specialist; Debra Stanilla, Nutrition Aide; Enid Rivera, Nutrition Aide; Terri Smith, Nutritionist; Teah McDonald, WIC Manager; and not shown is Beth Keeney, Breastfeeding Peer Counselor.

### WIC & EFNEP at Farmers' Market!

On June 3-5, the Lebanon WIC office handed out Farmers' Market Nutrition Program (FMNP) vouchers at the local farmers' market. This was collaboration with EFNEP/Nutrition Links and the Lebanon Farmers' Market. Clients who came to the market were able to pick up their FMNP vouchers and use them that day to purchase fresh produce. Clients were also invited to sample a fruit salad made with Pennsylvania fruits donated by the market. Over the three days, about 250 clients came and received their vouchers. This was a great way to promote WIC in the community and get participants to the Farmers' Market, which was the first visit for many of them! ■



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